

Message Text

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PAGE 01 MOSCOW 16035 061459Z

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SUBJECT: INLEGMASH '76

REF: A) USDOC 16128 B) MOSCOW 15115 C) 15761

1. DEPUTY DIRECTOR AND COMOFF, USCOMOF, MET WITH IVANOV AND BARSEGOV, GENERAL DIRECTORATE OF INTERNATIONAL AND FOREIGN EXHIBITIONS AT SOKOLNIKI PART ON NOVEMBER 5 TO SUBMIT FORMAL APPLICATION FOR 1500 SQUARE METERS AND TO DISCUSS BUILDING ASSIGNMENT FOR SUBJECT EXHIBITION.

(REF A).

2. IVANOV OPENED MEETING WITH STATEMENT THAT THE USSR CHAMBER OF COMMERCE AND INDUSTRY HAD ALREADY RECEIVED APPLICATIONS FOR APPROXIMATELY 43,000 SQUARE METERS. THIS FIGURES IS APPROXIMATELY 12,000 SQUARE METERS HIGHER THAN THE 31,000 SQUARE METERS OF AVAILABLE EXHIBIT SPACE AT SOKOLNIKI PARK. IVANOV FURTHER VOLUNTEERED FOLLOWING SPACE REQUIREMENTS AND BUILDING ASSIGNMENTS: F.R.G. - 16,000 SQUARE METERS, PAVILIONS 4, 4A AND 5; USSR 12,000 SQ METERS, PAVILIONS 1 AND 2; FRANCE 4,000 SQ MTRS PAVILION 11; ITALY 4,000 SQ MTRS PAVILION 11; GREAT BRITAIN 2,000 SQ MTRS PAVILION 3. THE REMAINING 5,000 SQ MTRS HAVE BEEN REQUESTED BY USA, OTHER NATIONS AND PRIVATE FIRMS.

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PAGE 02 MOSCOW 16035 061459Z

3. IVANOV AND BARSEGOV CLOSED DOOR TO USA ASSIGNMENT

TO EITHER PAVILION NO. 4 OF 4A. PAVILION 4 WILL BE RENTED TO GLAHE INTERNATIONAL FROM PERIOD MAY 1 THROUGH OCTOBER 1. THIS ARRANGEMENT PARTIALLY COMPENSATES GLAHE FOR PAYMENT OF NEW PAVILION IN KRASNAYA PRESNYA AS PREVIOUSLY REPORTED. GLAHE ALSO HAS EXCLUSIVE RIGHT TO PAVILION 4 FOR THE INTERBYTMASH EXHIBITION SCHEDULED IN SEPTEMBER. I.P.S., WHICH FINANCED AND CONSTRUCTED PAVILION NO 4A, HAS EXERCISED ITS RIGHT OF FIRST REFUSAL FOR THIS PAVILION IN INLEGASH.

4. BASED ON ABOVE, WE SEE TWO POSSIBLE COURSES OF ACTION: (1) SUBLET SPACE FROM GLAHE IN PAVILION 4 OR (2) BUILD A TEMPORARY BUILDING ON EXISTING PAVED PARKING AREA IN FRONT OF PAVILION 4A AND ADJACENT TO PAVILION NO 17.

5. CHAMBER HAS INDICATED THAT USA CAN SUBLET SPACE FROM GLAHE. WE COULD PERHAPS WRITE OUR OWN SPACE CONTRACT WITH GLAHE AND STILL MAINTAIN A DIRECT RELATIONSHIP WITH THE CHAMBER AS A COLLECTIVE ORGANIZER. WE COULD ALSO APPROACH GLAHE ON A PACKAGE DEAL FOR BOTH INLEGASH AND INTERBYTMASH, INCLUDING SPACE AND CONSTRUCTION. WE DOUBT THAT GLAHE HAS RECEIVED FIRM COMMITMENTS FOR ALL OF THE SPACE IN PAVILION R. A TWO-SHOW CONTRACT SHOULD REDUCE TOTAL COSTS AND MANAGEMENT TIME.

6. CHAMBER HAS ALSO VERBALLY AGREED TO LEASE US PAVILION 17 PLUS 1000 SQ METERS OF ADJACENT OUTSIDE SPACE FOR 9 RUBLES PER SQ MTR. IVANOV HINTED THAT WE MIGHT BE ABLE TO NEGOTIATE A LOWER RATE PER SQ MTR FOR THE OUTDOOR SPACE. THIS WOULD REQUIRE THAT WE CONSTRUCT A TEMPORARY BUILDING OF 1000 SQ MTRS IN THE PARKING LOT. PAVILION 17 HAS 500 SQ MTR GROSS. USIA HAS AVAILABLE A PREFAB DOME IN VIENNA. THIS DOME, WITH A 120 FOOT DIAMETER, WOULD PROVIDE FLOOR AREA OF 1,256 SQ MTRS. AT NOV. 5 MEETING, WE SUGGESTED THAT CHAMBER SHOULD OFFER US A 9 RUBLE PER SQ MTR RATE FOR BOTH SPACE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 16035 061459Z

IN PAVILION 17 AND AREA USED FOR TEMPORARY BUILDING, ASSUMING WE GO THIS ROUTE. CHAMBER OFFICIALS INDICATED THIS WAS NOT OUT OF THE QUESTION. FOR A TOTAL SPACE RENTAL OF 1,756 SQ MTRS AT 9 RUBLES PER SQ MTR, OUR COST WOULD AMOUNT TO 15,804 RUBLES OR 20,861 US DOLLARS. HAD WE BEEN ASSIGNED 1,500 SQ MTRS IN PAVILION 4, THE COST WOULD HAVE BEEN 31,500 RUBLES OR 41,580 US DOLLARS. IF WE USE THIS

CONCEPT FOR BOTH INLEGMASH AND INTERBYTMASH, WE WILL
REALIZE A SAVINGS OF 41,438 DOLLARS WHICH COULD BE
APPLIED TO COST OF CONSTRUCTING TEMPORARY BUILDING
OR TO COST OF RENTING AND SHIPPING THE USIA DOME
FROM VIENNA. WE COULD USE PAVILION NO 17 DURING
BOTH INLEGMASH AND INTERBYTMASH FOR OFFICES, LOUNGE,
CONFERENCE ROOMS, THEATRE, RESTAURANT, ETC. IT
WILL NOT HAVE TO BE CHANGED SUBSTANTIALLY FOR
THE INTERBYTMASH EXHIBITION. BOTH THE TEMPORARY
BUILDING AND PAVILION 17 WILL BE IDLE FROM
APPROXIMATELY JUN 20 TO AUGUST 10. CHAMBER WILL,
NO DOUBT, REQUIRE SOME RENTAL FEE FOR THIS PERIOD.

7. THE PROPOSAL IN PARAGRAPH 6 ABOVE SEEMS TO US TO BE
THE MOST LOGICAL SOLUTION TO THE PROBLEM. WE REALIZE
THAT COMMERCE DESIGNERS WOULD RATHER WORK WITH A
RECTANGULAR AREA, BUT THE CIRCULAR CONCEPT WOULD
GIVE US A CONTROLLED WALK THROUGH. WITH THE PARIS
AIR SHOW BUILDING AS A REFERENCE, COMMERCE DESIGNERS
SHOULD NOT HAVE AN INSURMOUNTABLE PROBLEM. USDOC/
BEWT MIGHT WISH TO DISCUSS WITH USIA THE
POSSIBILITY OF USING THIS PROPOSED BUILDING AND THEIR
PARTICIPATION IN CONSTRUCTION COSTS. ALTERNATIVELY
WE CAN APPROACH GLAHE WITH A PACKAGE DEAL FOR
INLEGMASH AND INTERBYTMASH, BUT WE SEE THIS AS LESS
DESIRABLE SOLUTION.

8. DECISIONS ON THESE MATTERS AND GUIDANCE AS TO HOW WE
SHOULD PROCEED NEEDED ASAP.

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